


PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Peter Henriques                      DATE: March 27, 1991  
FROM: Doron Stern   
SUBJECT: B&H De-Nic Test Market Tracking - Week 22  
          (Project cost: \$223,600 to date)

The following summarizes results from the tracking study conducted for B&H De-Nic in Arizona. Approximately 500 interviews were conducted 22 weeks after the brand was introduced. Please note that week 22 data were combined with week 20 data to form the month 5 wave.

Study findings indicate that brand and ad awareness along with purchase rates were flat against last month. Trial of B&H De-Nic, while showing modest growth since introduction, has recently evidenced signs of slowing. No B&H De-Nic smokers were found in month 5 yielding a zero share.

Distribution

R. Anise  
D. Beran  
D. Dangoor  
D. Davies  
K. Eisen  
M. Johnston (Richmond)  
M. Jolda  
C. Levy  
E. Merlo  
M. Moore  
J. Scully

DS/pmb  
DS02255

2045723962